

Pregnancy Test Popular Culture - Advertisements

Popular Culture: Advertisements

The e.p.t In-Home Early Pregnancy Test is a private little revolution any woman can easily buy at her drugstore...Now its high accuracy rate has been verified here in America by doctors...That means you can confidently do this easy pregnancy test yourself—privately—right at home without waiting for appointments or delays...At last early knowledge of pregnancy belongs easily and accurately to us all.

- -print advertisement for e.p.t, March 1978.

Advertisements for home pregnancy tests appeared in most American women's magazines beginning in 1978. Seemingly aimed at white, middle class women, both married and unmarried, the advertisements appeared in the fashionable *Vogue* and *Mademoiselle* alongside articles about movie stars and advertisements for birth control, and in *McCall's* and *Ladies' Home Journal* amidst recipes and advertisements for baby food. At the cost of \$10.00 the test kit was affordable for many, certainly, but not cheap. Today, most tests come in sets of two for well under twenty dollars.

"I wonder if I'm pregnant"

New ACU-TEST gives you the answer. At home...in two hours.

Now there's an easy way to find out if you're pregnant. ACU-TEST is a safe and simple urine test for pregnancy that requires no internal examination. In tests by hundreds of women in their own homes, ACU-TEST's pregnancy readings proved to be 97% accurate.

You can clearly see the results of your ACU-TEST in just 2 hours. The appearance of a dark ring in the mirror at the base of the ACU-TEST kit indicates that you're pregnant. If the result of your ACU-TEST shows you're not pregnant, and you do not start menstruating in a week's time, you need to use a new ACU-TEST. If your period has not started after a second negative reading, consult your doctor.

The sooner you know if you're pregnant, the sooner you can begin to take proper care of yourself. ACU-TEST. Clinically tested. At your drugstore now.

ACU-TEST
accurate early home
in-home pregnancy test

Advertisement for ACU-TEST, *Mademoiselle*, December 1978

The emphasis in the early advertisements wavered between an emphasis on science and a more emotional appeal. The first e.p.t advertisement, for example, featured eight paragraphs of text, a diagram showing the use of the dropper and test tube, and a photograph of the kit itself, showing test tubes suspended in a plastic container. Conversely, the ACU-TEST advertisement from the same year showed a woman's face under the phrase "I wonder if I'm pregnant." Biting her fingernail and looking pensively off camera, the woman embodied the ambivalence that often accompanied this new technology.

In many ways, a pregnancy test is difficult to market. The term “hCG” sounds foreign and the phrase “urine stream” is difficult to sugar coat. The test is so intimate that most advertisements focus on its accuracy or the short time frame to know the answer rather than on the meaning of the results. In the history of healthcare tests, the pregnancy test is unique in that—unlike blood tests for most diseases—a negative result can be cause for celebration for some, despair for others. With a pregnancy test, the reaction to the results is complex and depends on many personal factors.

The E.P.T.™ In-Home Early Pregnancy Test is a private little revolution only women can easily buy at her drugstore. It is highly accurate. Millions of women today in 13 European countries use this testing method. Now its high accuracy rate has been verified here in America by doctors who clinically confirmed the results of tests performed by women themselves in their own homes.

That means you can confidently do this easy pregnancy test yourself — privately — right at home without waiting for appointments or delays. That simple difference is the result of many years of early research. And it's worth every penny.

At last, early knowledge of pregnancy belongs easily and accurately to us all. It's simple. Fast. And there is no risk, no physical danger whatever, in doing it because a sample of your first morning urine is all that's needed for the test.

As soon as you become pregnant, your body starts to produce a special hormone — HCG. Starting on the 9th day after the date you expected your menstrual period to begin, there should be sufficient concentration of HCG in your urine to give an accurate reading of pregnancy. And that's all there is to it. Follow the test directions with care, and those drops of urine can tell you quickly and easily what you want to know.

If you get a positive reading,

ing, you can assume you are pregnant. Such positive pregnancy readings in our clinical tests proved to be 97% accurate. If your reading is negative, your overdue period should begin soon. If a week passes and you still have not started menstruating, you should take a second E.P.T. test because there may not have been sufficient HCG in your urine at the time of the first test, or you may have miscalculated your period. Negative readings on a first test are about 60% accurate; on repeat testing one week later they are 91% accurate. If your second test result is still negative and your period has not begun, we urge you to consult your doctor as soon as possible.

E.P.T. is very simple to do, but it is important that you follow the instructions carefully to insure an accurate reading.

E.P.T. Early Pregnancy Test

gives women a new power, the power of time to help control the quality of their pregnancies. The first 60 days are critical in fetal development. Improper nutrition, cigarettes, alcohol, even commonly used household medications can be harmful in these crucial first 60 days before most women even know for sure that they are pregnant. Now with E.P.T. you can know. Now, when you call your doctor, you have the results of your test to report. And time is on your side at last.



e.p.t.™ in-home early pregnancy test

At last, an accurate early pregnancy test that women can do at home quickly, safely and very easily.

Advertisement for e.p.t., Vogue, March 1978.

Whether a woman wants to be pregnant or not, she can now find out whether she is with startling accuracy, ease, and speed unimaginable to previous generations. Though her mother may not even have taken a pregnancy test, today, a woman can find out if she is pregnant four days before a missed period. A private little revolution, indeed.

Below are some early pregnancy test advertisements.

The E.P.T.™ In-Home Early Pregnancy Test is a private little revolution any woman can easily buy at her drugstore.

It is highly accurate. Millions of women today in 13 European countries use this testing method. Now its high accuracy rate has been verified here in America by doctors who clinically confirmed the results of tests performed by women themselves in their own homes.

That means you can confidently do this easy pregnancy test yourself — privately — right at home without waiting for appointments or delays. That simple difference is the result of many years of early research. And it's worth every penny.

At last, early knowledge of pregnancy belongs easily and accurately to us all. It's simple. Fast. And there is no risk, no physical danger whatever, in doing it because a sample of your first morning urine is all that's needed for the test.

As soon as you become pregnant, your body starts to produce a special hormone — HCG. Starting on the 9th day after the date you expected your menstrual period to begin, there should be sufficient concentration of HCG in your urine to give an accurate reading of pregnancy. And that's all there is to it. Follow the test directions with care, and three drops of urine can tell you quickly and easily what you want to know.

If you get a positive read-

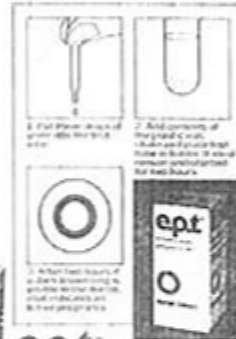
ing, you can assume you are pregnant. Such positive pregnancy readings in our clinical tests proved to be 97% accurate. If your reading is negative, your overdue period should begin soon. If a week passes and you still have not started menstruating, you should take a second E.P.T. test because there may not have been sufficient HCG in your urine at the time of the first test, or you may have miscalculated your period. Negative readings on a first test are about 60% accurate; on repeat testing one week later they are 91% accurate. If your second test result is still negative and your period has not begun, we urge you to consult your doctor as soon as possible.

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gives women a new power, the power of time to help control the quality of their pregnancies.

The first 60 days are critical in fetal development. Improper nutrition, cigarettes, alcohol, even commonly used household medications can be harmful in these crucial first 60 days before most women even know for sure that they are pregnant. Now with E.P.T. you can know. Now, when you call your doctor, you have the results of your test to report. And time is on your side at last.



e.p.t.™ in-home early pregnancy test

At last, an accurate early pregnancy test that women can do at home quickly, safely and very easily.

Advertisement for e.p.t., Vogue, March 1978

e.p.t., 1978. "At last, an accurate early pregnancy test that women can do at home quickly, safely and very easily."

Pregnant? The sooner you know, the better.

Introducing Predictor. The in-home pregnancy test method with the highest proven rate of accuracy. The only test used in 3000 hospitals and 9 million laboratory tests.

Doctors agree. The sooner you know whether you're pregnant, the better. Now Predictor gives you a scientific answer in your home in two hours. If you're pregnant, you can take health precautions for proper fetal development during those critical first 60 days.

Predictor is proven. It's the only in-home test used in over 9 million laboratory tests and over 3,000 U.S. hospitals.

Predictor is accurate. Highest accuracy of any test you can buy.* Thousands of clinical tests confirmed a 98.9% accuracy. Patients at home achieved virtually identical results.

Predictor is fast. You'll know in 2 hours, as early as 9 days after your expected menstruation. That's when HCG (the pregnancy hormone) becomes detectable.

Predictor is easy as A.B.C. (See left). Put a measured amount of your first morning urine in the test tube (A). Add vial contents and shake (B). Let stand 2 hours. A brown ring forms if you are pregnant (C). No ring, no pregnancy.

Predictor is safe. Only a urine specimen is required. No drugs or injections. (The cost? Less than a doctor and laboratory charge.)

Predictor protects you. If the test is positive, see your doctor. Early detection is important. (Cigarettes, inadequate nutrition, even some household medications could be harmful.)

A negative reading means menstruation should start soon. (Check Predictor's package booklet.)

Remember: No other test you can buy has the scientific and professional credentials of Predictor.

*Based on product labeling

Compare:	PREDICTOR	other
Safe	yes	yes
Fast (in-home)	yes	yes
Used in 9 million laboratory tests	yes	no
Highest proven rate of accuracy*	yes	no
Used in U.S. hospitals	yes	no



You owe yourself nothing less than Predictor.

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Advertisement for Predictor, Ladies' Home Journal, February 1978.

Predictor, 1978. "Pregnant? The sooner you know, the better."

Pregnant? Compare in-home tests. You'll choose Predictor.

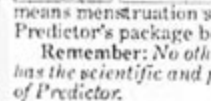
See the Predictor difference... read the accuracy labelling of Predictor and e.p.t. And Predictor's method has been used in thousands of hospitals and over 9 million laboratory tests.

You owe yourself nothing less than Predictor. The chart to the right shows you why.

Predictor is accurate. Thousands of clinical tests confirmed a 98.9% accuracy rate. Patients at home achieved virtually identical results. Don't settle for anything less than Predictor's accuracy. (See the chart.)

Predictor is proven. Predictor is the in-home test method used in over 9 million laboratory tests and thousands of U.S. hospitals. Since 1970, Predictor has told millions of women whether they were pregnant or not.

Predictor is fast. You'll know in 2 hours, as early as 9 days after your expected menstruation. That's when HCG (the pregnancy hormone) becomes detectable.



Predictor is easy as A.B.C. (See left). Put a measured amount of your first morning urine in the test tube (A). Add vial contents and shake (B). Let stand 2 hours. A brown ring forms if you are pregnant (C). No ring, no pregnancy.

Predictor is safe. Only a urine specimen is required. No drug or injections. (The cost? Less than a doctor and laboratory charge.)

Predictor protects you. If the test is positive, see your doctor. Early detection is important. (Cigarettes, inadequate nutrition, even some household medications could be harmful.)

A negative reading means menstruation should start soon. (Check Predictor's package booklet.)

Remember: No other test you can buy has the scientific and professional credentials of Predictor.

Compare:	PREDICTOR	e.p.t.
Higher in-home accuracy (per labelling)	yes	no
Used in U.S. hospitals	yes	no
Used in 9 million laboratory tests	yes	no
Safe	yes	yes
Fast (in-home)	yes	yes



You owe yourself nothing less than Predictor.

Advertisement for Predictor, Mademoiselle, November 1979.

Predictor, 1979. "Pregnant? Compare in-home tests. You'll choose Predictor."

"Am I pregnant?"



Introducing Answer The at-home pregnancy test you can use with confidence

Answer is a highly accurate pregnancy test. In studies supervised by doctors, it has demonstrated that women can perform the test accurately 99% of the time. Millions of women around the world have used home pregnancy tests like Answer. It's the same kind of test used at laboratories now. Your doctor understands how it works, and can help you decide if it's right for you. You can feel confident testing with Answer.

You can get highly reliable results with Answer as soon as nine days after you expect your period. If you are pregnant, the hormone Answer detects is normally present in your urine that early.

With Answer, you take nothing on for itself. Everything you need to test your urine is in the kit. The instructions are written clearly and there are step-by-step illustrations to guide you and help you interpret the results. You won't feel nervous when you test with Answer.

It now feels easy to find out if you're pregnant. And with confidence. It's the Answer.

Answer
The At-Home Early Pregnancy Test Kit
New In-Home Diagnostic Testing, Inc.

Advertisement for Answer, Ladies' Home Journal, December 1978.

Answer, 1978. "Am I pregnant? Introducing Answer. The at-home pregnancy test you can use with confidence."

"I wonder if I'm pregnant"



New ACU-TEST gives you the answer. At home...in two hours.

Now there's an easy way to find out if you're pregnant. Acu-Test is a safe and simple urine test for pregnancy that requires no internal examination. In tests by hundreds of women in their own homes, Acu-Test's pregnancy readings proved to be 97% accurate.

You can clearly see the results of your Acu-Test in just 2 hours. The appearance of a dark ring in the mirror at the base of the Acu-Test kit indicates that you're pregnant. If the result of your Acu-Test shows you're not pregnant, and you do not start menstruating in a week's time, you need to use a new Acu-Test. If your period has not started after a second negative reading, consult your doctor.

The sooner you know if you're pregnant, the sooner you can begin to take proper care of yourself. Acu-Test. Clinically tested. At your drugstore now.



Advertisement for ACU-TEST, Mademoiselle, December 1978.

ACU-TEST, 1978. "I wonder if I'm pregnant. New ACU-TEST gives you the answer. At home...in two hours."

Introduced in May, 1976

e.p.t.[®]

In-home
early pregnancy test.

The only early pregnancy test thousands
of American women have used for
the past 2½ years accurately, safely,
privately, in their own homes.



Suzanne S. Berger
A P.T. put an end to my
nightmare of agonizing
months of waiting for
a pregnancy test.



Mary Ann E. Allen
I P.T. convinced me
that I was pregnant
and I was right.



Vicki Hogue
I was in the P.T. line
and I was pregnant.
I was right.

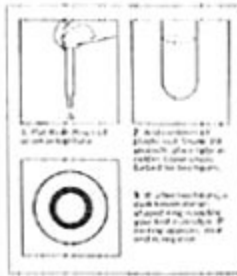


Roger Wilson
I was in the P.T. line
and I was pregnant.
I was right.

As your doctor will tell you, the only
precautions for proper fetal develop-
ment are taken during the first 60
days. So don't guess at pregnancy.
E.P.T. is the only in-home early preg-
nancy test proven accurate by the
same test. It was given to women in
the first 60 days of pregnancy.

e.p.t. accuracy has been
double confirmed by doctors.
The high accuracy rate of E.P.T. has
been clinically confirmed by doc-
tors. And when performed as
directed, E.P.T. fully reproduces the
results of the standard laboratory tests
collected by observations. No other
in-home pregnancy test is more
accurate than E.P.T.

e.p.t. is safe, fast, inexpensive.
A simple test of morning urine gives
you the answer in two hours. Think of
it as an accurate, early pregnancy test
you can take at home. No waiting
for appointments. No time, money,
and chockablock delays. And E.P.T. costs
less than your doctor's usually charges
for a visit and a laboratory fee.
e.p.t. detects one of the
early signs of conception.
E.P.T. is the same type of pregnancy
test used in millions of labs and
on thousands of pregnant women in the U.S.
As early as nine days after you've
inserted an egg into a uterus, E.P.T.
can tell you if you're pregnant.
That's when E.P.T. can detect HCG.



After pregnancy has been confirmed in your
laboratory, E.P.T. tells you if you're preg-
nant. Your period should be gone.
Again, if it's gone by and it hasn't
returned, you should take a second
E.P.T. if you're pregnant. E.P.T. indicates
that you're not pregnant, consult
your physician.

Remember, E.P.T. comes to you with
fast results. With the Wilson Clinical
Laboratory, which produces you know
and trust. E.P.T. is the only early preg-
nancy test that has been in use—
accurately, safely—by thousands of
American women in their own homes
for over two and one-half years.

e.p.t. the original in-home
early pregnancy test, women have
used for two and one-half years.



Advertisement for e.p.t., Ladies' Home Journal, January 1979.

e.p.t., 1979. "e.p.t. in-home early pregnancy test. The only early pregnancy test thousands of American women have used for the past 2 years accurately, safely, privately, in their own homes."

(Though in early 1978 e.p.t. had used words like "at last" and "finally" to introduce its new test, by the end of the year, this test had competition. In 1979 the advertisements started claiming that the test had been "introduced in May, 1976." This was most likely a reference to when the test was approved by the FDA and tested by women as part of that approval process.)

e.p.t.[™]

in-home
early
pregnancy
test



POSITIVE

"After 7 years of hoping for a child, E.P.T. told me I was pregnant. With the early testing, I was able to watch my pregnancy carefully from the very early stages, and on December 15th gave birth to a little baby girl, happy and healthy!"

Anne M. Florence
Georgia



NEGATIVE

"I'm here to tell you, it was very good. My wife decided that I was not pregnant. I told my husband and I did not want to stress out. I think you for coming up with E.P.T."

Barbara C. Greer
Illinois

e.p.t. is the only in-home pregnancy test proven accurate by more than a million women.

e.p.t. is accurate. The high accuracy rate of E.P.T. has been clinically confirmed by doctors. All you need to do is follow the simple directions. When you do, E.P.T. is as accurate as similar hospital and laboratory tests. In fact, E.P.T. is the same type of test used in millions of laboratory tests and in thousands of hospitals in the United States and all over the world. Remember that no other in-home pregnancy test is more accurate than E.P.T.

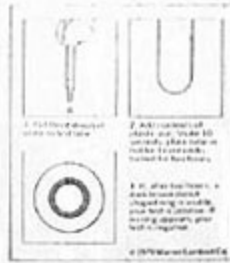
e.p.t. is easy, fast, safe and private. E.P.T. is a simple test using morning urine. As early as nine days after

you've missed an expected period, E.P.T. can detect the pregnancy hormone, HCG, in your morning urine. If E.P.T. says you're not pregnant, your period should begin.

If a week goes by and it hasn't begun, you should take a second E.P.T. If, once again, E.P.T. indicates

that you are not pregnant, consult with a physician.

e.p.t. is the original in-home early pregnancy test. It is the only test that has been used, accurately and safely, by more than a million American women.



Advertisement for e.p.t., Mademoiselle, September 1979.

e.p.t., 1979. "e.p.t. is the original in-home early pregnancy test. e.p.t. is the only in-home pregnancy test proven accurate by more than a million women."

FACT.

The home pregnancy test that gives the fastest possible results.

45
MINUTES

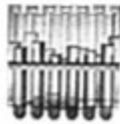
FACT is faster.
Why wait in suspense, when FACT can give you results in only 45 minutes? Simply test a sample of your first morning urine, and get fast results with FACT. A quick test means a better chance for privacy. It's certainly more convenient, and FACT fits your busy schedule.

FACT lets you test days sooner.

FACT lets you test as early as 3 days after a missed period. No other home test offers you the opportunity to get a reading earlier.

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

With most others, you have to wait until 9 days after you've missed your period. And if you discover you are pregnant, you will, of course, want to see your doctor right away.



FACT is accurate.

No other home test is more accurate than FACT. FACT uses the same type of test method that's been clinically proven in labs and hospitals. And FACT is so sensitive that it gives you accurate results in 45 minutes. You won't find another home test that's any more accurate.

and private, with clear step-by-step directions. But it comes with something even more assuring, a toll-free number inside each FACT kit, a number staffed by registered nurses who are ready to answer any questions you might have about the test or your results.

FACT is easy to use.

FACT is simple



FACT. Accurate results in just 45 minutes.

Advanced
Care Products

© 1984

Advertisement for Fact, Mademoiselle, January 1984.

Fact, 1984. "Fact. The home pregnancy test that gives the fastest possible results."

Only e.p.t.® has sold one test every 30 seconds for the last ten years.

That's over 10 million e.p.t. tests

e.p.t. has always been the market leader. Nationwide, we have sold more home pregnancy tests than any other brand. In fact, e.p.t. could be thought of as a golden rabbit.

And for good reasons: e.p.t., the innovator of the home pregnancy test, introduced the first test over a decade ago, and continues to meet the changing needs of your customers with innovations like a fast, easy,

and reliable stick test. Furthermore, e.p.t. has always been supported by across-the-board TV, print, and trade programs, professional and public relations campaigns, and a toll-free consumer hot-line. Think about it: in the 60 seconds it took you to read this ad, another two e.p.t. test kits were sold.

e.p.t. is the home pregnancy test women have trusted for over a decade.

PARKE-DAVIS
Consumer Health Products Group
Warren, G. & P. Co.
Mills Plaza, N.J. 07045, U.S.A.
© 1988 Warner-Lambert Company



e.p.t., 1988. "Only e.p.t. has sold one test every 30 seconds for the last ten years."